
"BE SURE YOU'RE RIGHT"

DAVY CROCKETT used to say: "Be sure you're right, then go ahead." That's mighty sage advice. It's a wise shopper who takes it to heart.

Glance through the advertisements and in a few minutes you can set yourself right on numerous things you either want to buy now or at some future date.

Advertising has stabilized prices. The advertiser names his price—the same for all. You can know that in paying it, you are getting the same deal as the next one.

"Be sure you're right." It's a duty you owe your pocketbook.

Advertising has helped to standardize quality. Only the best of wares are spread out for you on these printed pages. The men who advertise here are making publicly certain claims, on the fulfilment of which depends their commercial success.

"Be sure you are right."

Advertisements give you news of the latest and best things made, with word as to what they cost and what they will do. They put before your eyes the pick of the country's market and the selection of the particular kind, shape, size and color that best suits your taste and fits your pocketbook.

Buy with your mind made up. Let the advertisements guide you away from mistakes.

"Be sure you are right."
